

ORDER



KSNV

Orders

Order / Rev: 105171
 Alt Order #: 06839014
 Product Desc: Issue
 Estimate: 1565
 Flight Dates: 08/07/12 - 08/14/12
 Original Date / Rev: 08/06/12 / 08/13/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Patriot Majority *Revised*
 Demographic: A35+
 Product Codes: PL11
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:08:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	56	\$63,875.00	\$54,293.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$63,875.00	\$54,293.75	0.00
Totals	56	\$63,875.00	\$54,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	32%	\$63,875.00
Market	100%	\$199,609.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,882.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,929.69
KTUD	1%	\$1,996.09
KVVU	15%	\$29,941.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,984.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner	AM	430a-5a	MTWT--S	:30	3	\$150.001		0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S			3			\$150.00		0.00			

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S					3	\$150.00		0.00			
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S					1	\$200.00		0.00			
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$400.00		0.00			
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$400.00		0.00			
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					4	\$400.00		0.00			
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE 8/4,8/11 only															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$350.00		0.00			
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	M-WTFSS	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
2012 SUMMER OLYMPICS: LATE NEWS 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTFSS					4	\$1,000.00		0.00			
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$650.00		0.00			
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$500.00		0.00			
E 10	KSNV	08/07/12	08/13/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$1,000.00		0.00			
E 11	KSNV	08/14/12	08/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 12	KSNV	08/14/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$325.00		0.00			
E 13	KSNV	08/14/12	08/14/12		CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News															
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$425.00			0.00			
E 14	KSNV	08/14/12	08/14/12	The Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$425.00			0.00			
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III 4th H	CM	10am-11am	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$325.00			0.00			
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			4		\$700.00			0.00			
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa	CM	6-7a	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$700.00			0.00			
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$1,000.00			0.00			
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$1,000.00			0.00			
E 20	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			2		\$1,000.00			0.00			
E 21	KSNV	08/14/12	08/14/12	M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$1,000.00			0.00			
E 22	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			6		\$1,000.00			0.00			
E 23	KSNV	08/12/12	08/12/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S			1		\$500.00			0.00			
E 24	KSNV	08/14/12	08/14/12	Dr. Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$450.00			0.00			
E 25	KSNV	08/07/12	08/13/12		CM	4-5pm	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00

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NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$600.00 0.00															
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:00 PM-4:30 PM)		4-5pm	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$600.00 0.00															
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:00 PM-4:30 PM)		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$700.00 0.00															
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.00	3	0.00	NM	4	\$24,000.00
2012 SUMMER OLYMPICS: PRIME COVERA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTFSS 4 \$6,000.00 0.00															
E 32	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 2 \$1,400.00 0.00															
E 33	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$1,400.00 0.00															
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (O) 8/14-9/4 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$4,000.00 0.00															
N 35	KSNV	08/13/12	08/13/12	Early Today Early Today	CM	4-430am	M-----	:30	1	\$175.00	1	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 M----- 1 \$175.00 0.00															
Totals														56	\$63,875.00